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FOR YOUR INFORMATION

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/Ms. Cathy L. Leiber

DATE: May 24, 1982

*CATHY*  
*FYI & FILE*  
New York Recommendation

Based upon our recent meeting, it is our recommendation that The Merit Report survey in the New York market in mid Fall 1982.

RATIONALE

- New York City is the major media hub.
- By September The Merit Report will have surveyed in atleast 66 cities -- approximately 120,000 individuals, including various ethnic neighborhoods.
- Advancing of national media (in New York) will have been completed.
- Personal exposure to The Merit Report may ensure greater results coverage -- long term.

STRATEGY

- Contact media -- get input re The Merit Report's visit to New York/questions.
- Develop tight media plan to identify feature articles -- woman crew supervisor, life on the road, logistics, operations, computers, participation to date, etc.
- Develop special news release packages to demonstrate The Merit Report as an on-going news resource.
  - o Conduct an International Survey demonstrating flexibility, A NATIONAL STORY. Primes New York media for The Merit Report's visit to New York.

NEW YORK MARKET

- Coach Activity
  - \* Survey with two coaches/3rd shut down
  - \* Mid-Fall (Late September)
  - \* 8 - 10 days/swing shifts
  - \* Manhattan and the boroughs
  - \* 6000-7000 participants (conservative estimate)
  - \* 20 locations/minimum - 40 locations/maximum
  - \* ethnic neighborhoods

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